

Press Release

29 January, 2010

Fortified Intelligent Systems:**The New Toyota Land Cruiser Prado Puts You at the Apex**

The long-awaited new generation of **Toyota Land Cruiser Prado** has already arrived Hong Kong at last! In order to showcase the new model, a launch party was held at the Ocean Terminal in Tsim Sha Tsui today. The theme of this launch ceremony is a frosty snowy field, which explicates the new Toyota Land Cruiser Prado is able to face every difficulty on road and challenging environmental change.

Our guests of honour, Mr Patrick S Lee, the Managing Director of Crown Motors Ltd and Mr. Sadayoshi Koyari, the Chief Engineer of Land Cruiser Prado, who traveled from Japan especially for the event, gave speeches to our guests. They then presided over an unveiling ceremony with special guests, Miss Chinese International Pageant Winner 2009 - Ms Christine Kuo, and renowned Chinese-American model Ms Jessica Cambensy.

In order to allow our guests to gain a thorough understanding of the new Toyota Land Cruiser Prado, a product presentation was arranged and our Retail Development Manager, Mr. Wong Siu Wah together with his colleague, Ms. Yukie Chan introduced the special functions and the *intelligent system* of the car. A Toyota Land Cruiser Prado show is scheduled to be held from 30 -31 Jan (Saturday & Sunday) from 10am to 8pm at the same venue.

Toyota Land Cruiser Prado has long been known for its reliability and performance. Featured in this new Land Cruiser Prado apart from the superb exterior design and added luxury elements, is a new *High-Tech Intelligent System* with a variety of advanced special functions. Now the driver of the Land Cruiser Prado will not only enjoy every journey, but may also drive with confidence on different types of uneven road surface and under different driving conditions.

The High-Tech Intelligent System of the New Land Cruiser Land Cruiser Prado includes :

- ❖ **Multi-terrain monitor system** : The *Multi-terrain Monitor* is used in conjunction with *Multi-terrain Select* to help drivers confirm their surroundings when driving off-road. The driver can select a view from the front, side, and rear cameras to easily view the vehicle blind spots and check for hazards and obstructions.
- ❖ **Crawl control** : When the *Crawl Control* switch is operated, the engine & brakes are automatically controlled to let the vehicle crawl along at a steady driver-selected pace. Distracting pedal operations are no longer necessary, allowing the driver to concentrate on steering on difficult terrain. Substituting driver-initiated braking for *four-wheel selective brake control* makes a significant contribution to the off-road stability.
- ❖ **Multi-terrain select** : Featuring four driver-selectable modes, the *Multi-terrain Select* regulates wheelspin in order to provide the maximum amount of traction for any given off-road scenario, including; *rock, mogul, loose rock* and *mud & sand*. You only need to choose the scenario and the computer will adjust power and braking automatically.
- ❖ **Kinetic Dynamic Suspension System - KDSS** : If the vehicle begins to roll during a turn, movement is suppressed in the hydraulic cylinders & the stabilizers become active to effectively suppress the roll. As a result, a high level of driving stability is ensured. When driving off-road, unequal wheel forces create a stroke within each hydraulic cylinder that counteracts the resistance of the stabilizer bar & allows the suspension to move freely. This ensures good off-road performance under normal circumstances while at the same time taking care of vehicle stability.

Modern and Energetic Exterior:

- ❖ Overall Length : 4,760mm
- ❖ Overall Width : 1,885 mm
- ❖ Overall Height : 1,860-1,930 mm
- ❖ Auto On/Off High Intensity Discharge Headlamps with Intelligent Adaptive Front-lighting System (AFS) and Auto-levelling
- ❖ Headlamp Cleaners
- ❖ Fog Lamp
- ❖ Power MoonRoof
- ❖ Glass Hatch Opener System
- ❖ Side Door Mirror with Trafficator
- ❖ Rear Spoiler with Integrated High Mount LED Brake Lamp
- ❖ Multi Terrain Monitor System with 4 Camera
- ❖ Roof Rail
- ❖ Side Step Illumination
- ❖ Front and Rear Parking Sensor
- ❖ Windshield Wiper with Raining Sensor

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Excellent Performance:

The engine type of the new Toyota Land Cruiser Prado is the *V6 DOHC 24-valve Dual VVT-i* and the transmission type is *5-speed Automatic Super Electronic Control Transaxle* which can reach a maximum output of 275 PS at 5,600 rpm and maximum torque of 38.8 kgm at 4,400 rpm. Moreover, the front suspension *Double Wishbone Independent* together with the rear suspension 4-Link Lateral Rod, provides superior road-holding and stability especially when cornering.

Practical and Spacious Interior:

- ❖ Smart Entry and Push Start System
- ❖ Optitron Meter
- ❖ Woodgrain and Leather Steering Wheel with Multi Function Switches
- ❖ Woodgrain Leather Shift Lever
- ❖ Leather Seat
- ❖ Fabric Seat
- ❖ Woodgrain Garnish
- ❖ Triple Zone (Driver, Front Passenger and Rear Seats) Automatic Climate Control
- ❖ Power Steering Wheel with Tilt and Telescope Adjustment
- ❖ Driver & Front Passenger Seat with Heater
- ❖ Refrigerator Type Cool Box
- ❖ Power Reversible Third-row Seats
- ❖ 6 CD Player System with 9-speakers (Compatible with MP3 Format) and Bluetooth function

Sterling Safety Facilities:

- ❖ 11 SRS Airbag (Dual Front, Front Side, Driver's Knee and Front, Middle & Rear Curtain Shield Airbags)
- ❖ Active Headrest on Front Seats
- ❖ Front Seatbelts with Pretensioner and Force Limiter
- ❖ 3-Point ELR Seatbelts for All Seats
- ❖ ISOFIX Child Restraint System
- ❖ Anti-theft System with Immobilizer
- ❖ Active Traction Control System, Vehicle Stability Control, Anti-lock Braking System
- ❖ Electronic Brake Force Distribution, Brake Assist System
- ❖ Hill-start and Downhill Assist Control

The Price of the Toyota New Land Cruiser Prado (Luxury) : \$657,900



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